

810-440^{Q&As}

Adopting The Cisco Business Architecture Approach (DTBAA)

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QUESTION 1

Which three sentences are true regarding the stakeholder power grid? (Choose three.)

- A. It shows relationships of power among executives.
- B. It displays the risk position of future investments.
- C. It shows current and optimal future state.
- D. It is a visual picture.
- E. It shows quantitative information about stakeholder requirements.
- F. It shows differences among stakeholders.

Correct Answer: CDF

QUESTION 2

Which statement about customer relationship management is true?

- A. Each Business Architecture engagement should follow the same process.
- B. The Cisco Account Manager should select the customer stakeholders.
- C. All business leaders are stakeholders in Business Architecture engagements.
- D. The Cisco Business Architect should customize each engagement to best fit the customer needs.

Correct Answer: D

QUESTION 3

Drag and drop the type of sale model on the left to the business driver on the right.

Select and Place:

Solution selling	Value
Solution selling	Pain points
Outcomes selling	Needs
Outcomes selling	Priorities

Correct Answer:

	Outcomes selling
	Solution selling
	Solution selling
	Outcomes selling

QUESTION 4

How does understanding the customer's business model holistically address the customer's business challenge?

- A. Segmented solutions designed for their specific outcomes makes it easier for them to be more relevant to their company's business challenges.
- B. Customers define how they want to measure success, and we work with them to turn this into metrics and a plan to achieve results.
- C. As your conversations become more focused on their business challenges and value, customers will see you as a problem solver and not just a sales person.
- D. With the comprehensive solution addressing their whole infrastructure, it is easier for customers to see value and progress, see gaps and what is next, and manage their IT investments.

Correct Answer: C

QUESTION 5

What is ROI?

- A. It is defined as the financial benefits derived from services and solutions, and it is expressed as a percentage of dividing present value from a technology solution by the cost of that technology solution.
- B. It is defined as the financial benefits derived from services and solutions, and it is expressed as a percentage of dividing total investment from a technology solution by the cost of that technology solution.
- C. It is defined as the financial benefits derived from services and solutions, and it is expressed as a percentage of dividing net return from a technology solution by the margin of that technology solution.
- D. It is defined as the financial benefits derived from services and solutions, and it is expressed as a percentage of dividing net return from a technology solution by the cost of that technology solution.

Correct Answer: D

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